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## **MEDIA RELEASE**

### **AUSTRALIAN MADE CALLS FOR FOOD LABELLING REFORM**

The Australian Made Campaign today made public its Government submission on the National Food Plan, which is to be finalised early next year.

The submission focuses primarily on food labelling, with specific reference to country of origin labelling, and echoes Australian Made's submission to the Blewett Review of Food Labelling Law and Policy in 2011.

According to Australian Made, country of origin labelling should be a mandatory requirement for all food products, with greater consistency across the board in order to make it easier for consumers to identify genuine Australian products.

In addition, Australian Made has encouraged the Government to tighten up the definition of what constitutes 'substantial transformation' – and more appropriately, what does not – and to restrict the use 'qualified claims', so that it is more difficult for products with high imported content to pass themselves off as Australian.

"Under the current rules, homogenised milk, mixed diced vegetables, blended fruit juices, battered fish fillets, crumbed prawns and cured meat may all qualify as 'Australian Made' even if all of the major ingredients are imported, as long as at least 50% of the cost of production is incurred in Australia," Australian Made Chief Executive, Ian Harrison said.

"Australian Made has already changed its rules to ensure that the Australian Made, Australian Grown (AMAG) logo cannot be used on these types of products if there is significant imported content, and we call on the government to follow this lead."

Those changes were made to the Australian Made, Australian Grown Logo Code of Practice last year.

"The manufacturing sector is fundamentally important to the Australian economy because of the multiplier effect it has on jobs, skills and training opportunities, exports and innovation. The food processing sector is a major part of that, with particular importance as a regional employer and for food security reasons. We must help these businesses succeed," Mr Harrison said.

"In the meantime, until our food labelling laws have been overhauled, consumers should look for the green-and-gold AMAG logo when they shop to be sure they are buying genuine Aussie products and produce."

**--ENDS--**

## **BREAKOUT BOX**

### **WHAT WAS IN THE AUSTRALIAN MADE SUBMISSION?**

- All food products should be required to carry a country of origin claim;



- The definition of 'substantial transformation' needs to be made more exclusive in relation to food products so that it is more difficult for certain products, particularly those with a high imported content, to meet the substantial transformation test necessary for a 'Made in Australia' claim;
- The use of qualified claims such as 'Made in Australia from imported and local ingredients' should no longer be permitted unless the product meets the tests for an unqualified 'Made in Australia' claim;
- An administrative mechanism should be established to enable a company to obtain a ruling as to whether its product meets the 'substantial transformation' test;
- The Government should actively and financially support the promotion of the Australian Made, Australian Grown logo as Australia's official country of origin symbol, in both the domestic and export markets.

The complete submission can be viewed at <http://www.australianmade.com.au/australian-made-calls-for-food-labelling-reform/>.

#### **NOTE TO MEDIA**

Australian Made Chief Executive, Ian Harrison, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

#### **ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO**

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

The AMAG logo is a registered certification trademark and can only be used on products that are registered with the not-for-profit organisation, Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent criteria (for food) in the Australian Made, Australian Grown Logo Code of Practice. More than 1700 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world. Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

[www.australianmade.com.au](http://www.australianmade.com.au)

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